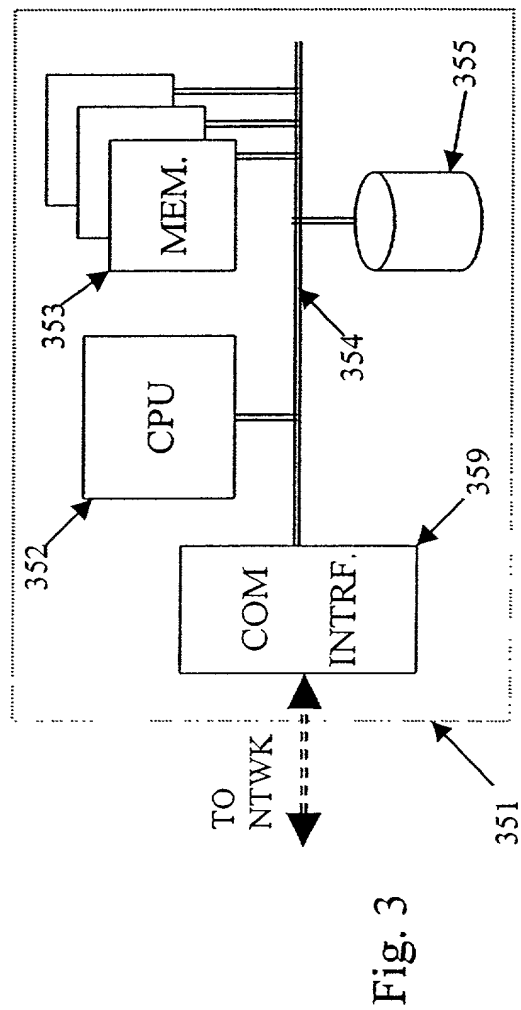
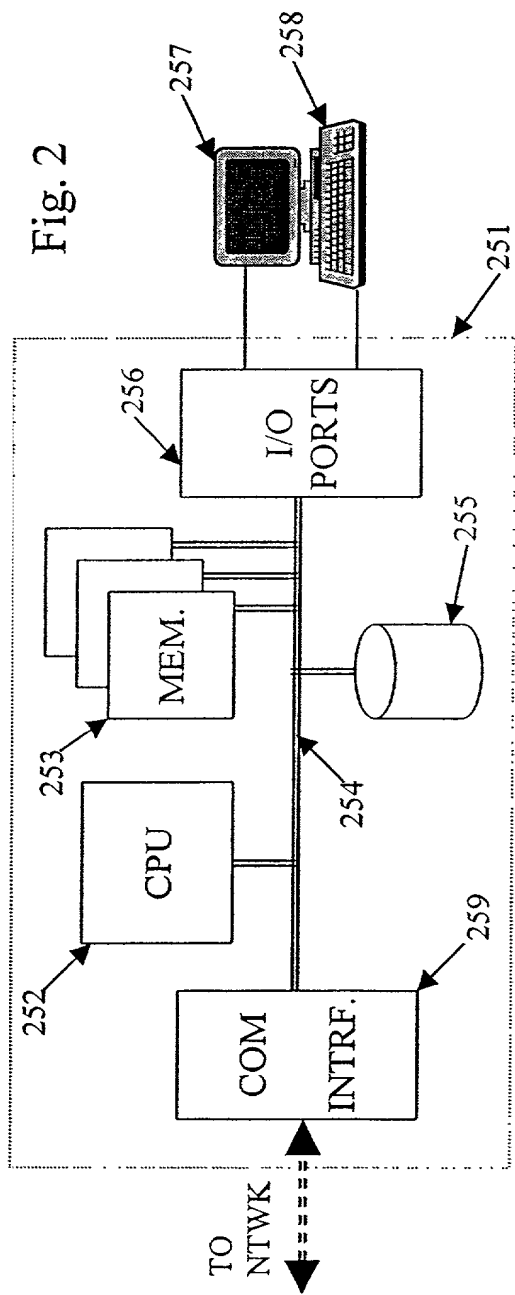


Fig. 1



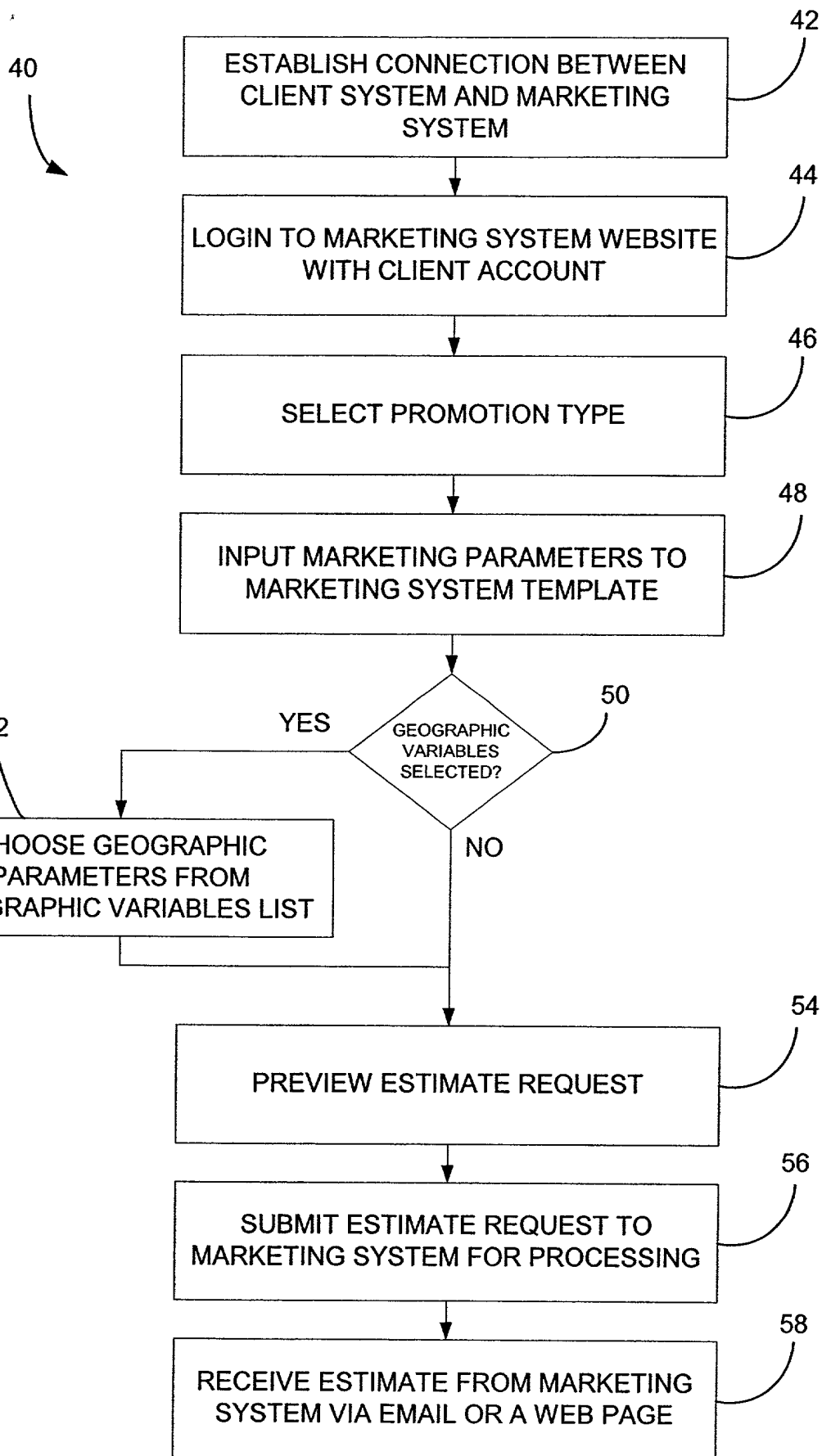


FIG. 4

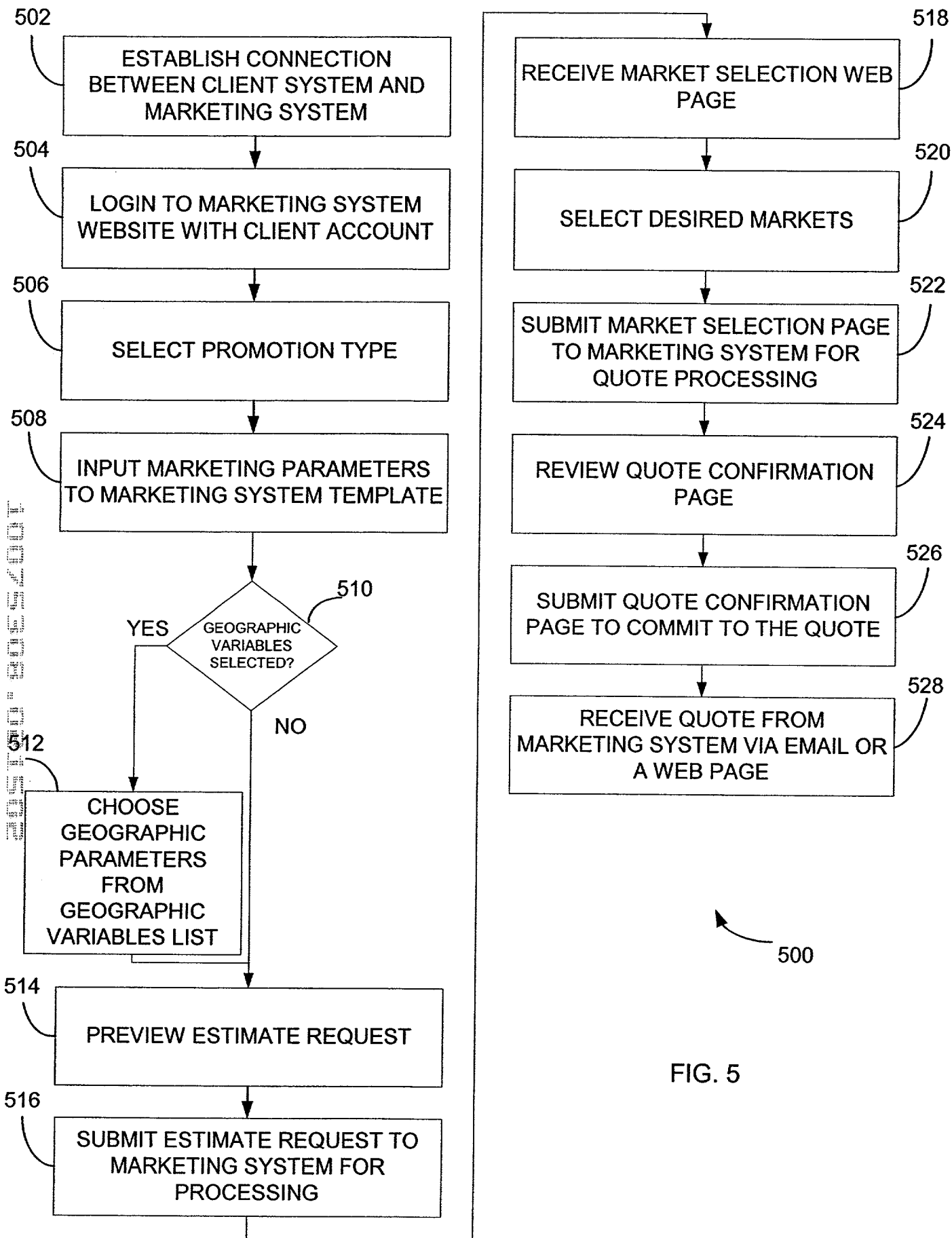


FIG. 5

180

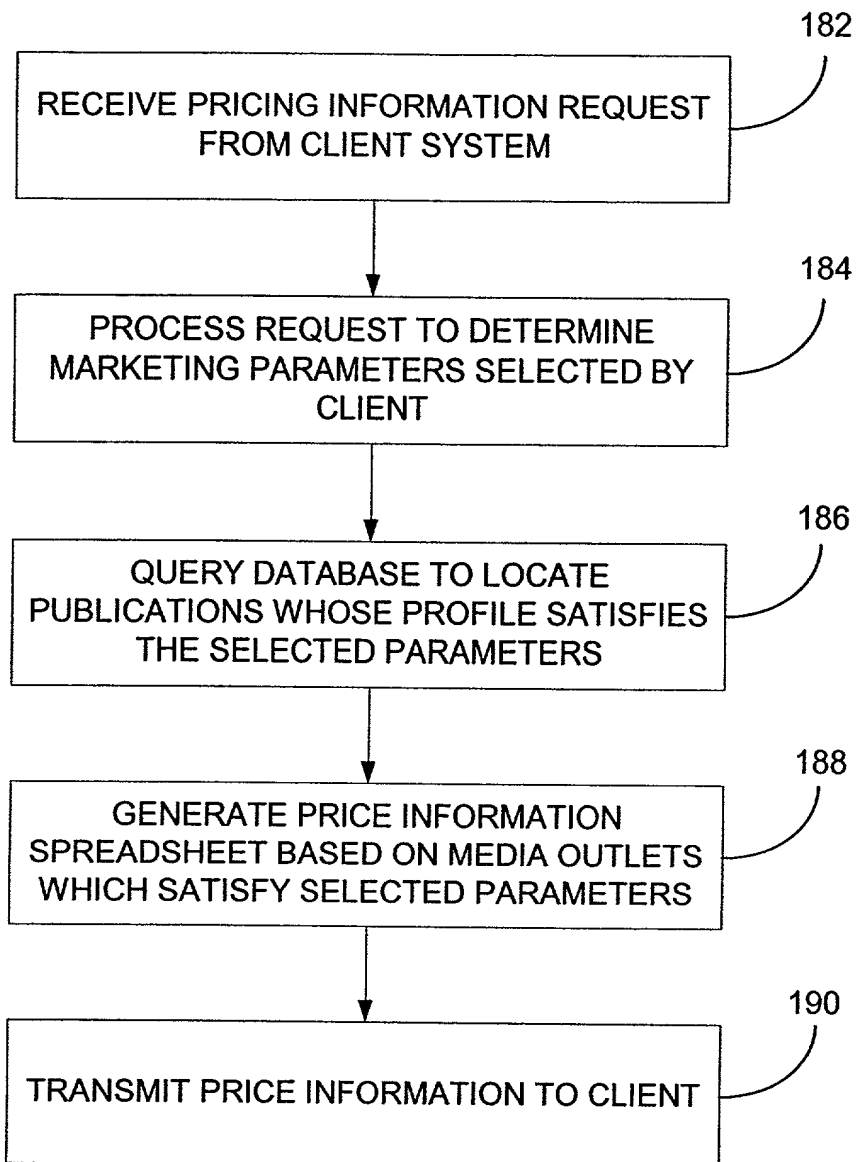


FIG. 6

100  
↓

Valassis Online Media Planning - Microsoft Internet Explorer

Address http://vmp.corp.valassis.com/vmpSelfPromo.asp

## VALASSIS ONLINE MEDIA PLANNING

Select/Create Promotion/Estimate

[Login page](#)

Select client

Generic Franchise Food 102

Select/create promotion

Promotion (Promo ID -- Promo Name)	Estimate (Estimate ID -- Estimate Name)
New Promotion	New Estimate
6 - CJG Promo	1348 - Christines Estimate 108
1347 - ABC Promo	
1350 - ABC Promo 104	

106

Continue

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Fig. 7

110  
↓

Valassis Online Media Planning - Microsoft Internet Explorer

Address: <http://vmp.corp.valassis.com/vmpCreateNewEstimate.asp>

## VALASSIS ONLINE MEDIA PLANNING

### Create Promotion/Estimate

Name: Christine Gambino Client: Generic Franchise Food

Enter promotion name:

Promotion: ABC Promo

Estimate name:

Estimate: Christine's Estimate

Contact name: Christine

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[VCTOnlineMediaPlanning@valassis.com](mailto:VCTOnlineMediaPlanning@valassis.com)

10079300-031500

Fig. 8

# VALASSIS ONLINE MEDIA PLANNING



### Import Zip Codes

← 114


Circulation Base: ☒ Sunday

Target Drop Date: 10/8/00

Vehicle. Newspaper Sulu — 126

Distribution Method: **Zoned** 

☐ Addresses/Phones?  
☐ Die Cut?

Page Count 2 Page Size: Standard-10.87X8.25 

Weight 60 lb. 30

Fig. 9

Select One:

Index Value: 

Select One:  For additional Zip Lists, [Import Zip Codes](#)

Radius: 0 Miles 

Select One:

**User Name**  
Christine

**Contact Name**  
Christine



150  
↓

Specify Geographic Variables - Microsoft Internet Explorer

Address: http://www.valassisquickquote.com/vmpGeoVar.asp

Links: QuickQuote Links Valassis Online Media Planning Day Valassis Online Media Planning (RCP)

---

**Valassis** Valassis QuickQuote Planning System™

**Select Geographic Variables**

Promotion Name	Est ID	Estimate Name	Client ID	Client Name
Jan 2002 RCP Retail	2527	01/08/02 Test for Screenshots	16	Newspaper RCP Retail

---

**Geographic Variables: DMA**

**Available Regions**

- Milwaukee, WI
- Minneapolis-St. Paul, MN
- Minot-Bismarck-Dickinson, ND
- Missoula, MT
- Mobile-Pensacola, AL-FL
- Monroe-El Dorado, LA-AR
- Monterey-Salinas, CA
- Montgomery, AL
- Nashville, TN
- National DMA
- New Orleans, LA
- New York, NY

Add >>

<< Remove

**Selected Regions**

- Alpena, MI
- Detroit, MI
- Flint-Saginaw-Bay City, MI
- Lansing, MI
- Marquette, MI
- Traverse City-Cadillac, MI

Use the "SHIFT" key to select multiple consecutive items in the list. Use the "CTRL" key to select multiple NON-consecutive items.

**Save & Continue**

User Name  
Christine

Contact Name  
Christine

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152

156

154

Fig. 10

# Estimate Request Preview - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home

Address http://vmp.corp.valassis.com/vmpEstReqPrev.asp

## VALASSIS ONLINE MEDIA PLANNING

### Preview Estimate Request

Select / Create New  
Promotion or Estimate

Promo ID	Promotion Name	Est ID	Estimate Name	Client ID	Client Name
1350	ABC Promo	1730	Christine's Estimate	2	Generic Franchise Food

You have chosen the following options. Please use the Back button on your browser to modify the information before submitting the request for processing.

#### Insert Date

Circulation Base	Sunday
Target Drop Date	10/8/00

#### Product

Vehicle	Solo
Distribution Method	Zoned

#### Detail

Address/Phone	No
Die Cut	No
Page Count	2
Page Size	8 25 X 10.87 Standard
Weight	60 lb

#### Demographic Variable

Demographic Variable	Age 25-54
Index Value	115

#### Zip List

Zip List Name	None Selected
Radius	0 Miles

#### Geographic Variables

Geographic Variable	DMA
Selected Regions	Albany, GA Atlanta, GA Augusta, GA Columbus, GA

User Name  
Christine

Contact Name  
Christine

160

162

164

168

166

Fig. 11

170  
↓

## UPDATE / SUBMIT PROMOTION / ESTIMATE STATUS SCREEN

Update/Submit Promotion/Estimate Status - Microsoft Internet Explorer

http://vmp.corp.valassis.com/vmpEstReqUpdate.asp

**VALASSIS ONLINE MEDIA PLANNING**

**Update/Submit Promotion/Estimate Status**

User Name: Christine Gambino Date/Time: 9/5/00 2:22:30 PM

Submitted for processing....

Database information is being updated. Please wait....

The following record has been updated:

**Promotion ID:** 1350  
**Promotion Name:** ABC Promo  
**Estimate ID:** 1730  
**Estimate Name:** Christine's Estimate  
**Client ID:** 2  
**Client Name:** Generic Franchise Food

You will receive an email response to your request shortly

[Select/Create Promotion or Estimate](#)

[Logout](#)

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5

Once submitted, you will receive a Promotion ID and an estimate ID. The estimate ID is the ID needed by Valassis Communications, Inc when requesting an actual quote.

Fig. 12

400  
↓

Get Promotion Estimate Data - Microsoft Internet Explorer

Address: http://www.valassisquickquote.com/vmpGetPromoData.asp

Links: Electronic Links, Valassis Online Media Planning DEV, Valassis Online Media Planning PRO

---

**Valassis** Valassis QuickQuote Planning System™

---

**Required Parameters:**

Promotion Name	Est ID	Estimate Name	Chart ID	Client Name
Jan 2002 ROP Rates	2727	02/06/02 Test for Screenshots	10	Newspaper ROP Retail

---

**Insert Date:**

Circulation Base Preference:  406

Target Drop Date:  (MM/DD/YYYY) 408

Best Foot Day? ☐

Section Preference:  410

---

**Product:**

Vehicle:  412

Distribution Method:  414

---

**Detail:**

Ad Size:  416

Color:  418

---

**ROP Media List Rate Selection:**

Select One:  420

---

**Demographic Variables:**

Select One:  422

Minimum Index Value:  424

---

**Zip List:**

Select One:   426

Radius:  428

---

**Geographic Variables:**

Select One:   430

---

User Name: Christine  
Contact Name: Christine

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P41022000 Valassis

402

404

Fig. 13



440



Estimate Request Preview - Microsoft Internet Explorer

http://www.valassisquote.com/vmgEDReqPrev.asp

**Valassis** Valassis QuickQuote Planning System™

### Preview Estimate Request

Summary	Estimate Info	Estimate Name	Client ID	Client Name
Summary	Estimate ID: 2927	Estimate Name: 01/08/02 Test for Greenhouse	Client ID: 15	Client Name: Newspaper ROP Retail

You have chosen the following options. Please use the Back button on your browser to modify the information before submitting the request for processing.

#### Insert Date

Circulation Base	Sunday
Target Drop Date	2/10/2002
Best Feed Day	No
Newspaper Section	Main News

#### Product

Vehicle	ROP
Distribution Method	Full Run

#### Detail

Ad Size	Full Page
Color	Process Color

#### ROP Media List Rate Selection

Media List Name	12-18 Retail
-----------------	--------------

#### Demographic Variable

Demographic Variable	Female 18+
Minimum Index Value	100

#### Zip List

Zip List Name	None Selected
Radius	0 Miles

#### Geographic Variables

Geographic Variable	DMA
Selected Regions	Alpena, MI Detroit, MI Flint-Saginaw-Bay City, MI Lansing, MI Marquette, MI Traverse City-Cadillac, MI

User Name: Christina  
 Contact Name: Christina

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Fig. 14

450  
↓

452

454

456

462

458  
459  
460  
461

460

ROP Market Selection - Microsoft Internet Explorer

[Back](#)
[Forward](#)
[Stop](#)
[Home](#)
[Search](#)
[Favorites](#)
[History](#)

[Address](#)
[Links](#)
[Customize Links](#)

http://www.valassisquickquote.com/ROP/vmpROPMarketSel.asp

[Valassis Online Media Planning DEV](#)
[Valassis Online Media Planning PROD](#)

Valassis

Valassis QuickQuote Planning System™

Market Selection

Promotion Name

Jan 2002 ROP Retail

Est ID

2927

Estimate Name

01/08/02 Test for Screenshots

Quote Status

Not Submitted

Client Name

Retail

Target Drop Date

2/10/2002

Best Feed Day

N

Quote Date

Username

Contact Name

Christine

Ad Size

Full Page

Colors

Process Color

Preferences

Sunday

Update Quote

Changing the options Ad Size, Color and Preferences will return new current rates that might be different from the original rates. Rates will only be saved for 30 days from the Quote Date, and changing a parameter will result in new rates being retrieved.

Selected All

Unselected All

View: Selected Markets Only

Change View

Total Circ: 1,599,372

Total Cost: \$164,368.41

Self	Geography (DMA)	DMA Cov (%)	Media#	ST	Edi	Newspaper	Circ	Cost
<input checked="" type="checkbox"/>	Alpena, MI	55.31%	003881	MI	M	Alpena News	11,069	\$1,726.54
		55.31%				Total:	11,069	\$1,726.54
<input checked="" type="checkbox"/>	Detroit, MI	3.86%	003865	MI	SUN	Ann Arbor News	71,560	\$5,818.12
<input checked="" type="checkbox"/>	Detroit, MI	39.24%	003868	MI	SUN	Detroit Free Press/News	738,248	\$51,969.86
<input checked="" type="checkbox"/>	Detroit, MI	1.20%	003891	MI	SUN	Monroe News	25,212	\$3,092.55
<input checked="" type="checkbox"/>	Detroit, MI	4.44%	003892	MI	SUN	Mount Clemens Macomb Daily	77,035	\$7,711.68
<input checked="" type="checkbox"/>	Detroit, MI	5.47%	003877	MI	SUN	Pontiac Oakland Press	92,992	\$8,571.91
<input checked="" type="checkbox"/>	Detroit, MI	2.32%	003878	MI	SUN	Port Huron Times Herald	41,627	\$6,892.24
<input checked="" type="checkbox"/>	Detroit, MI	1.08%	003894	MI	SUN	Royal Oak Tribune	18,761	\$4,000.21
		57.61%				Total:	1,065,435	\$88,056.57
<input checked="" type="checkbox"/>	Duluth-Superior, MN-WI	3.25%	003887	MI	E	Ironwood Globe	6,760	\$1,225.29
		3.25%				Total:	6,760	\$1,225.29
<input checked="" type="checkbox"/>	Flint-Saginaw-Bay City, MI	1.56%	010686	MI	SUN	Bad Axe Huron Tribune	7,841	\$2,531.91
<input checked="" type="checkbox"/>	Flint-Saginaw-Bay City, MI	9.69%	003867	MI	SUN	Bay City Times	47,201	\$5,640.38
<input checked="" type="checkbox"/>	Flint-Saginaw-Bay City, MI	22.51%	003870	MI	SUN	Flint Journal	106,892	\$8,274.39
<input checked="" type="checkbox"/>	Flint-Saginaw-Bay City, MI	1.27%	003960	MI	W	Grafiot County Herald	7,050	\$871.92
<input checked="" type="checkbox"/>	Flint-Saginaw-Bay City, MI	2.28%	003917	MI	SUN	Mount Pleasant Sun	12,725	\$2,679.65
<input checked="" type="checkbox"/>	Flint-Saginaw-Bay City, MI	13.07%	003879	MI	SUN	Saginaw News	59,555	\$6,967.55
		50.38%				Total:	241,264	\$26,965.08
<input checked="" type="checkbox"/>	Lansing, MI	3.21%	003901	MI	E	Hillsdale News	7,754	\$1,264.45
<input checked="" type="checkbox"/>	Lansing, MI	11.84%	003872	MI	SUN	Jackson Citizen Patriot	40,528	\$5,521.28
<input checked="" type="checkbox"/>	Lansing, MI	32.72%	003874	MI	SUN	Lansing State Journal	90,812	\$15,008.96
		47.77%				Total:	139,094	\$21,794.69

Recalculate Totals

Save Markets Selected

View Quote

SUBMIT QUOTE

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Fig. 15

Fig. 16

470  
↓

Valassis QuickQuote Planning System™ - Commit ROP Quote - Microsoft Internet Explorer

Address: http://www.valassisquickquote.com/ROP/vmpROPCommitDisplay.asp

Links: Customize Links Valassis Online Media Planning DEV Valassis Online Media Planning PROO

---

**Valassis** Valassis QuickQuote Planning System™

**Commit Quote**

Promotion Name	Est ID	Estimate Name	Client ID	Client Name
Jan 2002 ROP Retail	2927	01/08/02 Test for Screenshots	18	Retail

Exit and Save (to Select Promotion Screen) Back to Market Selection Screen

---

**Valassis** Valassis QuickQuote Planning System™

User ID/Name:	4-Christine Gambino	Promotion:	Jan 2002 ROP Retail
Estimate ID/Name:	#2927-01/08/02 Test for Screenshots		
Client:	Retail	Industry:	Retail
Contact:	Christine Gambino	email address:	gambinoc@valassis.com
Estimate total:	\$279,770.88	Circulation total:	2,542,425
Vehicle:	Newspaper-ROP	Distribution:	Full Run
Circ base:	Sunday	Target drop date:	Sunday, February 10, 2002
Ad size:	Full Page	Best Food day:	No
Color:	Process Color	Section Preference:	Main News
Zip list name:		Media Rate List Name:	12-18 Retail
Radius parameter:			
Orig. Geo variable:	DMA: [6]		

Alpena, MI  
Detroit, MI  
Flint-Saginaw-Bay City, MI  
Lansing, MI

By clicking the Commit Quote button, I agree to place the order detailed above.

**COMMIT QUOTE**

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